

1 Amendment to the Claims

2 In the Claims:

3 Please amend Claims 1, 3-5, 9, 10, 13, and 16-29 as follows:

4 Sub C 1. (Currently Amended) A system for ~~delivering and~~ selectively storing and selectively
5 displaying coupons defined by coupon data using extracted from a horizontal overscan portion of
6 a video signal, the system comprising:

7 a decoder ~~operative~~ configured to receive a video signal during a transmission session
8 and to extract coupon data from the horizontal overscan portion of a the video signal during a
9 transmission session producing extracted coupon data, the extracted coupon data defining a
10 plurality of coupons relating to different categories; and

11 an electronic coupon ~~operative~~ configured to selectively store and to selectively display a
12 coupon representation coupons defined by the extracted coupon data, the electronic coupon
13 comprising:

14 a display configured to selectively display coupons defined by the
15 extracted coupon data;

16 at least one control key configured to selectively respond to actuation by a
17 user;

18 a non-volatile memory ~~operative~~ configured to receive the coupon data
19 during the transmission session and to selectively store the coupon data for display by the
20 electronic coupon after the transmission session ends coupons defined by the extracted coupon
21 data, and

22 a controller ~~operative to retrieve the coupon data from the non-volatile~~
23 memory and to cause the electronic coupon to display the coupon representation configured to
24 process the extracted coupon data produced by the decoder, the controller being logically
25 coupled to the display, to the at least one control key, and to the non-volatile memory, the
26 controller implementing the following functions:

27 enabling a user to selectively manipulate the at least one control
28 key to select a setup mode prior to the transmission session, the controller responding to the
29 selection of the setup mode by causing a menu including a plurality of different coupon
30 categories to be presented to the user on the display;

1 enabling a user to manipulate the at least one control key to select
2 at least one of the different coupon categories displayed in the menu; and

3 automatically analyzing the extracted coupon data produced by the
4 decoder, such that only coupons defined by the extracted coupon data that correspond to the at
5 least one of the different coupon categories selected by the user in the setup mode are
6 automatically stored in the non-volatile memory, and each coupon defined by the extracted
7 coupon data that does not correspond to the at least one of the different coupon categories
8 selected by the user in the setup mode is automatically discarded.

9 2. (Original) The system of Claim 1, wherein the decoder is an integrated part of the
10 electronic coupon.

11 3. (Currently Amended) The system of Claim 1, wherein the electronic coupon further
12 comprises a Liquid Crystal Display (LCD) for displaying the a selected coupon representation.

13 4. (Currently Amended) The system of Claim 3, wherein the selected coupon
14 representation comprises is displayed as a Universal Product Code bar code.

15 5. (Currently Amended) The system of Claim 4, wherein the coupon representation
16 Universal Product Code can be read by a bar code scanner.

17 6. (Original) The system of Claim 1, wherein the transmission session comprises a
18 broadcast of a television program.

19 7. (Original) The system of Claim 6, wherein the television program comprises a
20 television commercial.

21 8. (Original) The system of Claim 1, wherein the transmission session comprises a play-
22 back of a video taped program.

23 9. (Currently Amended) The system of Claim 1, wherein the electronic coupon at least
24 one control key comprises a mode key, the mode key being operative to select either between a
25 storage mode or and a redeem mode, such that when in the storage mode, the controller analyzes
26 extracted coupon data and saves coupons corresponding to a selected coupon category, and when
27 in the redeem mode, the controller causes a menu of each coupon stored in the electronic coupon
28 to be presented to the user on the display.

29 10. (Currently Amended) The system of Claim 9, wherein the mode key is further
30 operative to select a the set-up mode.

1 11. (Original) The system of Claim 1, wherein the non-volatile memory comprises
2 magnetic media.

3 12. (Original) The system of Claim 1, wherein the non-volatile memory comprises an
4 electrical circuit.

5 13. (Currently Amended) A method for ~~delivering and~~ storing coupon data ~~for an~~
6 ~~electronic coupon using~~ extracted from the horizontal overscan portion of a video signal in an
7 electronic coupon, the method comprising the steps of:

8 providing an electronic coupon configured to selectively store coupons defined by
9 coupon data extracted from the horizontal overscan portion of the video signal during a
10 transmission session, the electronic coupon comprising a controller configured to analyze and
11 manipulate the extracted coupon data;

12 before the transmission session, enabling a user to select a setup mode available in the
13 electronic coupon by manipulating a key on the electronic coupon, the controller responding to
14 selection of the setup mode by displaying a menu including a plurality of different coupon
15 categories;

16 enabling the user to select at least one of the different coupon categories;

17 receiving the video signal during a transmission session;

18 extracting coupon data from the horizontal overscan portion of the video signal; and

19 following the transmission session, displaying a coupon representation defined by the
20 coupon data using the controller for automatically performing the steps of:

21 determining a coupon category corresponding to each coupon defined by the
22 extracted coupon data;

23 storing each coupon defined by the extracted coupon data corresponding to a
24 coupon category selected by the user, in the electronic coupon; and

25 discarding each coupon defined by the extracted coupon data that does not
26 correspond to a category selected by the user.

27 14. (Original) The method of Claim 13, wherein the transmission session comprises a
28 broadcast of a television program.

29 15. (Original) The method of Claim 13, wherein the transmission session comprises a
30 play-back of a video taped program.

1 16. (Currently Amended) The method of Claim 13, ~~further comprising wherein~~ the step
2 of storing each coupon defined by the extracted coupon data corresponding to a coupon category
3 selected by the user comprises the step of storing the coupon data in a non-volatile memory in
4 the electronic coupon.

5 17. (Currently Amended) The method of Claim ~~13~~13, further comprising the step of
6 ~~retrieving coupon data from the memory prior to performing the behavior defined thereby~~
7 enabling a user to select a redeem mode available on the electronic coupon by manipulating a
8 key on the electronic coupon, the controller responding to selection of the redeem mode by
9 displaying a menu of stored coupons defined by the extracted coupon data corresponding to a
10 coupon category selected by the user.

11 18. (Currently Amended) The method of Claim 17, further comprising the step of
12 ~~displaying a set up menu from which a user can select coupon types for storage~~ enabling the user
13 to select one of the stored coupons displayed in the menu of stored coupons, the controller
14 responding to selection of one of the stored coupons by displaying the stored coupon.

15 19. (Currently Amended) The method of Claim ~~18~~13, ~~wherein~~ further comprising the
16 step of ~~storing the coupon data is performed in response to a determination that the coupon data~~
17 ~~is of the coupon type selected by a user for storage~~ enabling the user to select a storage mode
18 available in the electronic coupon by manipulating a key on the electronic coupon, the controller
19 responding to selection of the storage mode by analyzing the extracted coupon data.

20 20. (Currently Amended) The method of Claim ~~13~~18, wherein the coupon ~~representation~~
21 displayed comprises a Universal Product Code bar code.

22 21. (Currently Amended) The method of Claim 20, wherein the coupon ~~representation~~
23 displayed can be read by a bar code scanner.

24 22. (Currently Amended) The method of Claim ~~13~~16, wherein the non-volatile memory
25 comprises magnetic media.

26 23. (Currently Amended) The method of Claim ~~13~~16, wherein the non-volatile memory
27 comprises an electrical circuit.

28 24. (Currently Amended) An electronic coupon system for decoding and selectively
29 storing coupon data that are encoded in a horizontal overscan portion of a video signal, the
30 system electronic coupon comprising:

1 ~~an electronic coupon comprising:~~
2 a decoder ~~adapted~~ configured to receive the video signal, said decoder processing video
3 signals thus received to decode coupon data that are encoded in the horizontal overscan portion
4 of the video signal, producing decoded coupon data, the decoded coupon data defining at least
5 one coupon;

6 a display configured to selectively display coupons defined by the decoded coupon data;

7 at least one control key configured to be selectively controlled by a user;

8 ~~a processor logically coupled to the decoder, such that the coupon data decoded by the~~
9 ~~decoder are available to the processor;~~

10 a memory ~~logically coupled to the processor~~ in which selected coupons defined by the
11 coupon data decoded by the decoder can be stored; and

12 ~~means to enable the coupon data decoded by the decoder to be accessible to at least one~~
13 ~~of a user and an external device, said means being logically coupled to the processor~~

14 ~~a processor logically coupled to the decoder, such that the coupon data decoded by the~~
15 ~~decoder are available to the processor~~ configured to process the decoded coupon data produced
16 by the decoder, the processor being logically coupled to the display, to the at least one control
17 key, and to the memory, the processor implementing the following functions:

18 enabling a user to manipulate the at least one control key to select a setup mode
19 prior to a transmission session, the controller responding to the selection of the setup mode by
20 causing a menu including a plurality of different coupon categories to be presented to the user on
21 the display;

22 enabling a user to manipulate the at least one control key to select at least one of
23 the different coupon categories displayed in the menu;

24 automatically analyzing the decoded coupon data produced by the decoder, such
25 that only coupons defined by the decoded coupon data that correspond to a coupon category
26 selected by the user in the setup mode are automatically stored in the memory, and each coupon
27 defined by the decoded coupon data that does not correspond to a coupon category selected by
28 the user in the setup mode is automatically discarded.

29 25. (Currently Amended) The system of Claim 24, wherein ~~said means reads the coupon~~
30 ~~data that are magnetically stored~~ the memory comprises magnetic media.

1 26. (Currently Amended) A system for decoding and selectively storing coupon data
2 that are encoded in a horizontal overscan portion of a video signal, the system comprising:

3 a decoder ~~adapted~~ configured to receive the video signal, said decoder processing video
4 signals thus received to ~~decode~~ extract coupon data that are encoded in the horizontal overscan
5 portion of the video signal, producing extracted coupon data, the extracted coupon data defining at
6 least one coupon;

7 an electronic coupon comprising:

8 a receiver adapted to receive ~~decoded~~ the extracted coupon data ~~transmitted by~~
9 from said decoder;

10 a memory for use in selectively storing ~~the coupon data decoded by the decoder~~
11 coupons defined by the extracted coupon data;

12 a display enabling a user to selectively view ~~the coupon data decoded by the~~
13 ~~decoder~~ stored coupons defined by the extracted coupon data;

14 at least one a plurality of control key to selectively control a display of coupon
15 data decoded by the decoder keys configured to be selectively controlled by a user, including a
16 mode key that enables a user to toggle between a storage mode, and a redeem mode; and

17 a processor logically coupled to said receiver, to said memory, to said display, and
18 to said ~~at least one control key~~ plurality of control keys, said processor enabling a user to
19 selectively manipulate the ~~decoded~~ extracted coupon data received from the decoder by the
20 receiver, said processor implementing a plurality of functions, including:

21 enabling a user to manipulate said ~~at least one control~~ mode key to
22 select a storage mode, such that when the storage mode is selected, ~~decoded~~ coupons defined by
23 the extracted coupon data received by said receiver are stored in said memory; and

24 enabling a user to manipulate said ~~at least one control~~ mode key to
25 select a redeem mode, such that when the redeem mode is selected, ~~decoded~~ coupons defined by
26 the extracted coupon data that are stored in said memory are presented to a user on said display as
27 a list that a user can scroll through by manipulating said ~~at least one of the plurality of control~~
28 key keys.

29 27. (Currently Amended) A system for decoding and selectively storing coupon data
30 that are encoded in a horizontal overscan portion of a video signal, the system comprising:

1 a decoder adapted to receive the video signal, said decoder processing video signals thus
2 received to decode coupon data that are encoded in the horizontal overscan portion of the video
3 signal the decoded coupon data defining at least one coupon;

4 an electronic coupon comprising:

5 a receiver adapted to receive decoded coupon data ~~transmitted by~~ from said
6 decoder;

7 a memory for use in storing selected coupon data decoded by the decoder;

8 a display enabling a user to view the coupon data decoded by the decoder;

9 at least one control key to selectively control a display of coupon data decoded by
10 the decoder; and

11 a processor logically coupled to said receiver, to said memory, to said display, and
12 to said at least one control key, said processor enabling a user to selectively manipulate the
13 decoded coupon data received from the decoder by the receiver, said processor ~~implementing at~~
14 ~~least the function of~~ enabling a user to manipulate said at least one control key to select a set-up
15 mode, such that when the set-up mode is selected, a user is presented with a menu comprising a
16 plurality of ~~coupon types~~ different categories that a user can select by manipulating said at least
17 one control key, so that said processor automatically evaluates any decoded coupon data received
18 by said receiver, ~~and such that~~ decoded coupon data that ~~corresponds~~ correspond to a selected
19 ~~coupon types~~ category are ~~made available to be~~ automatically stored in said memory, and
20 decoded coupon data ~~received by said receiver that does~~ do not correspond to a selected ~~coupon~~
21 ~~type~~ category are automatically not ~~made available to be~~ stored in said memory.

22 28. (Currently Amended) A method for delivering and storing coupon data for an
23 electronic coupon using the horizontal overscan portion of a video signal, the method comprising
24 the steps of:

25 providing an electronic coupon including a decoder configured to extract coupon data
26 from the horizontal overscan portion of the video signal;

27 receiving the video signal at the electronic coupon during a transmission session;

28 extracting coupon data from the horizontal overscan portion of a video signal using the
29 decoder in the electronic coupon;

1 ~~decoding coupon data that are encoded in the horizontal overscan portion of the video~~
2 ~~signal with the electronic coupon; and~~

3 storing the coupon data ~~decoded~~ extracted by the decoder in the electronic coupon.

4 29. (Currently Amended) A method for delivering and selectively storing coupon data
5 using the horizontal overscan portion of a video signal, the method comprising the steps of:

6 providing an electronic coupon comprising a plurality of keys configured to receive input
7 from a user, the plurality of keys including a mode key operative to enable a user to toggle
8 between a start up mode and a storage mode;

9 actuating the mode key to selectively enter the start up mode, such that in response to
10 selection of the start up mode, the electronic coupon automatically displays a menu including a
11 plurality of coupon categories;

12 enabling a user to select at least one coupon category from the menu;

13 actuating the mode key to selectively enter the storage mode, such that in response to
14 selection of the storage mode, the electronic coupon is enabled to automatically evaluate any
15 coupon data extracted from the horizontal overscan portion of a video signal to determine if such
16 coupon data correspond to a coupon category selected in the start up mode;

17 receiving the video signal;

18 extracting coupon data from the horizontal overscan portion of the video signal ~~for input~~
19 ~~to the electronic coupon;~~

20 ~~enabling a user to select at least one coupon type from a plurality of different coupon~~
21 ~~types, a selected coupon type corresponding to subject matter of interest to the user;~~

22 automatically evaluating the extracted coupon data with the electronic coupon; and

23 if the extracted coupon data matches ~~the~~ a selected coupon type category, then
24 automatically storing the extracted coupon data, and otherwise, not storing the extracted coupon
25 data.

26 30. (Cancelled)

27 [Please add new Claim 31 as follows:]

28 --31. (New) A system for decoding and storing coupon data that are encoded in a
29 horizontal overscan portion of a video signal, the system comprising:
30

1 a decoder adapted to receive the video signal, the decoder processing video signals thus
2 received to extract coupon data that are encoded in the horizontal overscan portion of the video
3 signal, the extracted coupon data defining a plurality of coupons, at least some of the coupons
4 corresponding to different coupon categories;

5 an electronic coupon comprising:

6 a receiver configured to receive the plurality of coupons extracted by the decoder;

7 a memory configured to selectively store coupons received by the electronic
8 controller;

9 a display enabling a user to selectively view a coupon stored in the memory;

10 a plurality of control keys configured to receive an input from a user, including a
11 mode key enabling a user to selectively toggle between a setup mode, a storage mode, and a
12 redeem mode; and

13 a processor logically coupled to the receiver, to the memory, to the display, and to
14 the plurality of control keys, the processor implementing at least the following functions:

15 responding to a user using the mode key to select the setup mode by
16 displaying a menu including a plurality of different coupon categories to the user on the display;

17 enabling a user to manipulate at least one of the plurality of control keys to
18 select at least one of the different coupon categories displayed in the menu in the setup mode;

19 responding to a user using the mode key to select the storage mode by
20 automatically analyzing each coupon defined by coupon data extracted from a video signal by
21 the decoder and received by the electronic coupon, such that only coupons that correspond to a
22 coupon category selected by the user in the setup mode are automatically stored in the memory,
23 and each coupon that does not correspond to a coupon category selected by the user in the setup
24 mode is automatically discarded; and

25 responding to a user manipulating the mode key to select the redeem mode
26 by displaying a menu including each coupon stored in the memory.--

27 ///

28 ///

29 ///

30 ///